

DAFTAR PUSTAKA

- Aditya E.S. Wicaksono, "Indonesia kembangkan e-tourism demi genjot kunjungan", <http://www.antaraneews.com/berita/478785/indonesia-kembangkan-e-tourism-demi-genjot-kunjungan>, (Diakses tanggal 20 Februari 2015).
- Ahmad Khoirul Azmi, "Konsep kualitas kunjungan web", <http://www.tautweb.com/apa-itu-bounce-rate-konsep-kualitas-kunjungan-web/>, (Diakses tanggal 14 Maret 2015).
- Albarq, Measuring The Impacts of Online Word Of Mouth on Tourist's Attitude and Intentions to Visit Jordan: An Empirical Study, **International Business Research**. 2014, Vol.7, No.1, p. 17.
- Alexa, "Actionable analytic for web", <http://www.alexa.com>, (Diakses tanggal 14 Maret 2015).
- Amaro, Duarte, An Integrative Model Of Consumer's Intentions To Purchase Travel Online, **Journal Of Tourism Management**. 2015, Vol.46, p. 64-79.
- Angelo Rossini, "The New Online Travel Consumer Report 2014", www.euromonitor.com, (Diakses tanggal 20 Februari 2015).
- Bambauer-Sachse dan Mangold, Brand Equity dilution through negative online word of mouth communication, **Journal of Retailing and Consumer Services**. 2011, p.38-45.
- Charo *et.al.* Determining The Impact of EWOM on Brand Image and Purchase Intention Through Adoption of Online Opinions, **International Journal of Humanities and Management Science**. 2015, Vol.3, No.1, p. 41-46.
- Dinas Kebudayaan Dan Pariwisata Provinsi Banten, "Laporan Jumlah Wisatawan Provinsi Banten tahun 2013"
- Dior Asning Kosyu, "Komunitas online di Indonesia", <http://ziliun.com/id/articles/ziliun17-komunitas-online-di-indonesia> (Diakses pada tanggal 12 april 2015).
- Di Pietro, Di Virgilio. Social Network For The choice of Tourist Destination: Attitude and Behaviour Intention, **Journal of Hospitality and Tourism Technology**. 2012, Vol.3 No.1, p.69.

E.Clow, Kenneth dan Baack. 2014. **Integrated Advertising, Promotion and Marketing Communication 6ThEd** .United States : Pearson Education, Inc.,

<http://www.facebook.com/TanjungLesungID>, (Diakses tanggal 16 maret 2015)

Fakharyan *et. al.* The Influence of Online Word of Mouth Communications on Tourists Attitudes Toward Islamic Destinations and Travel Intention: Evidence From Iran, **Journal of Business Management**. 2012, Vol. 6, No.38, pp. 10381-10388.

Gardiner *et.al.* Travel Decision Making: An Empirical Examination of Generational Values, Attitudes, and Intentions, **Journal of Travel Research**. 2012, 52(3), p.310-324.

Goyette *et.al.* eWOM Scale: Word Of Mouth Measurement Scale for e-Service Context, **Journal of Administrative Science**. 2010, p.12.

Hair *et.al.* 2010. **Multivariate Data Analysis**, 7th ed. Mcmillan, New York.

Hawkins Mothersbaugh. 2010. **Consumer Behavior, Building Marketing Strategy**, 11th Edition. United States: McGraw Hill.

Hsu, Huang, An Extension of The Theory of Planned Behavior Model For Tourists, **Journal of Hospitality and Tourism Research**. 2012, Vol.36, No.3, p.390-417.

Hilda Alexander,. "Infrastruktur buruk, Tanjung Lesung bangun Air strip", <http://properti.kompas.com/read/2013/10/19/1923209/Infrastruktur.Buruk.Tanjung.Lesung.Bangun.Airstrip>, (Diakses tanggal 16 Maret 2015).

Jalilvand *et.al.* Examining The Structural Relationships of Electronic Word Of Mouth, Destination Image, Tourist Attitude Toward Destination And Travel Intention: An Integrated Approach, **Journal Of Destination Marketing & Management**. 2012, Vol.1, p.134-143.

Jalilvand, Samei. The Impact of Electronic Word of Mouth on a tourism destination choice. 2012, Vol.22 No.5, p.604.

Jang *et.al.* Affect, Travel Motivation and Travel Intention: Senior Market, **Journal of Hospitality & Tourism Research**. 2009, Vol. 33, No. 1, p.51-73.

Kabar Banten, "Promosi Pariwisata Belum Optimal", <http://kabar-banten.com/news/detail/17261>, (Diakses tanggal 26 Februari 2015).

- Kaplanidou, Vogt. A Structural Analysis of Destination Travel Intentions as a Function of Web Site Features, **Journal of Travel Research**. 2006, Vol. 45, p.204-216.
- Hendra Kusumua, “KEK Tanjung Lesung Bisa Gagal Jika Tak Miliki Akses”, <http://economy.okezone.com/read/2015/02/23/320/1109432/kek-tanjung-lesung-bisa-gagal-jika-tak-miliki-akses>, (Diakses tanggal 16 Maret 2015).
- Kotler, Philip dan Keller. 2012. **Marketing Management**. United States : Pearson Education, Inc.,
- Kotler, Philip dan Armstrong. 2014. **Principles of Marketing** 15th Edition. United States : Pearson Education, Inc.
- Kuncoro. 2009. Metode Riset Untuk Bisnis Dan Ekonomi, Edisi 3. Jakarta: Erlangga
- Lam, Hsu. Predicting Behavioral Intention of Choosing a Travel Destination, **Journal of Tourism Management**. 2006, Vol.27, p. 589-599.
- Malhotra, Naresh K. 2009. **Riset Pemasaran**, Edisi 4. Jakarta: PT Indeks.
- Margareta Engge Kharismawati, “Kembangkan Tanjung lesung Ini Kendala Jababeka”, <http://industri.kontan.co.id/news/kembangkan-tanjung-lesung-ini-kendala-jababeka>, (Diakses tanggal 1 Maret 2015).
- Marina Silalahi, “Tren Digital Terhadap Pemasaran Wisata”, [http://mix.co.id/brandcommunication/digitalbrandcommunication/pengaruh-tren-digital-terhadap-masa-depan-pemasaran -wisata/](http://mix.co.id/brandcommunication/digitalbrandcommunication/pengaruh-tren-digital-terhadap-masa-depan-pemasaran-wisata/), (Diakses tanggal 9 Maret 2015).
- Marina Silalahi, “Travelling Prioritas Kedua Konsumen Indonesia”, <http://mix.co.id/brand-insight/research/traveling-prioritas-kedua-konsumen-indonesia/>, (Diakses tanggal 9 Maret 2015).
- Ni Luh Made Pertiwi F , “Tren Travel Indonesia Serba Online”, <http://travel.kompas.com/read/2014/04/23/1325586/Tren.Travel.di.Indonesia.Serba.Online>, (Diakses tanggal 20 Februari 2015).
- Park dan Han. The effect of online consumer reviews on consumer purchasing intention: the moderating role of involvement, **International Journal Of Ecommerce**. 2007, Vol.11, No.4, p.125-148.
- Priyatno, Dwi. 2010. *Paham Analisa Statistik Data dengan SPSS*. Yogyakarta : Mediakom.

- Sanusi. 2011. **Metode Penelitian Bisnis**, Jakarta: Salemba Empat.
- Sekaran. 2006. **Metode Penelitian Untuk Bisnis**, Edisi 4. Jakarta: Salemba Empat.
- Schiffman, William dan Wisenblit. 2014. **Consumer Behavior**, 11th Edition. United States : Pearson Education, Inc.
- Simon Kemp., “Digital, Social & Mobile World Wide 2015”, <http://wearesocial.net/tag/sdmw/> , (Diakses tanggal 20 Februari 2015).
- Sukmadinata. **Metode Penelitian Pendidikan**. Bandung: Rosdakarya, 2006
<http://twitter.com/tanjunglesungid>, (Diakses tanggal 16 maret 2015).
- Um, L.Crompton. Attitude Determinants in Tourism Destination Choice, **Annals of Tourism Research**. 1990, Vol.17, p.432-448.
- Van Der Veen, Song. Impact of the Perceived Image of Celebrity Endorser on Tourist Intention to Visit, **Journal of Travel Research**. 2014, Vol.53, No.2, p.211-224.
- Umar dan Husein. 2011. **Metode Penelitian Untuk Skripsi Dan Tesis Bisnis**, edisi 2. Jakarta: Rajawali Press.
- Yamin, Kurniawan. 2009. **Structural Equation Modeling**, seri 2. Jakarta: Salemba Infotek.
- Zhong. A structural Analysis of The Motivation, Familiarity, Cosntarints, Image and Travel Intention of Chinese Non-Visitors to Thailand, **the AU-GSB e-Journal**. 2012, Vol.5, No.2.